¥1106601 Order / Rev: Orders Alt Order #: 06852702 **OBAMA 60'S** Product Desc: 1775 Estimate: Flight Dates: 09/15/12 - 09/24/12 Original Date / Rev: 09/14/12 / 09/19/12 Order Type: **GENERAL**



Primary AE: Amy McCreary

Sales Office: BLPHI Sales Region: National

Agency

Name:

Buying Contact:

Billing Contact:

Washington Harbor

GMMB, Inc./ Washington D.C.

Washington, DC 20007

Billing Calendar:

Billing Type:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

00:05:00

15%

Advertiser

Name:

Priority:

Óbama for America A35+

Demographic:

Product Codes:

PLC01-Democrat

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Dlan

Dill i lali				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	57	\$98,310.00	\$83,563.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$98,310.00	\$83,563.50	0.00
Totals	57	\$98,310.00	\$83,563.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	40%	\$98,310.00
Market	100%	\$245,775.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$49,155.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$49,155.00
KTUD	1%	\$2,457.75
KVVU	15%	\$36,866.25
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$9,831.00

_	Ln	Ch	Start	End	Inventory	Code	Break	Start/End 1	Гime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	09/17/12	09/21/12	M-F 5-6a V	VakeUp w/W	a@M	5-6a		MTWTF	1:00	2	\$650.001	0.00 NM	2	\$1,300.00
					M-F 5-6a V	VakeUp w/W	/agners									. ,
	\	NAKE L	JP WITH 1	THE WAGI	NERS		-									
		Star	t Date	End Date	Weekday	<u>'s Spot</u>	s/Week	<u>Rate</u>	Rati	ng						
	W€	eek: <mark>0</mark> 9/	17/12	09/23/12	MTWTF		2	\$650.00	0	00						

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KSNV

Order / Rev.

106601

06852702

Advertiser:

Estimate:

Obama for America

Ait Order #: Flight Dates:

DR. PHIL

Week: 09/17/12

Start Date

E14 KSNV 09/17/12 09/21/12

End Date

09/23/12

Weekdays

MTWTF--

Spots/Week

CM

<u>Rate</u>

\$900.00

4-5pm

Rating

0.00

MTWTF--

1:00

2 \$1,200,001

0.00 NM

2

\$2,400.00

09/15/12 - 09/24/12

Product Desc:

OBAMA 60'S

1775

Ch Ln Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KSNV 09/17/12 09/21/12 M-F 5-6a WakeUp w/WaQM 5-6a MTWTF--\$650,001 0.00 NM 1:00 \$1,300,00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date **Weekdays** Rate Rating MTWTF--Week: 09/17/12 09/23/12 \$650.00 0.00 E 2 KSNV 09/17/12 09/21/12 M-F 6-7a WakeUp w/WaQM 6-7a MTWTE--1:00 4 \$1,300,001 0.00 NM \$5,200.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS <u>Weekdays</u> Start Date End Date Spots/Week Rating Rate Week: 09/17/12 09/23/12 MTWTF--\$1,300.00 0.00 E 3 KSNV 09/17/12 09/21/12 Today Show CM 658a-9am 1:00 4 \$1,700,001 0.00 мм MTWTF~-\$6,800.00 Today Show **TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF~~ Week: 09/17/12 09/23/12 4 \$1,700.00 0.00 ----5--KSNV 09/15/12 09/15/12 News 3 Sunrise - SATURIM 6a-7a 1:00 \$700.001 0.00 NM \$700.00 News 3 Sunrise SATURDAY **NEWS 3 AT SUNRISE** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 ----S-\$700.00 0.00 KSNV 09/15/12 09/15/12 Saturday Today CM 7a-9am ----S-1:00 1 \$1,250.001 0.00 NM \$1,250.00 Saturday Today SATURDAY TODAY Start Date End Date Weekdays Spots/Week Rate Rating 09/16/12 ----S-Week: 09/10/12 \$1,250,00 0.00 1 KSNV 09/16/12 09/16/12 Sunday Today CM 7a-8am ----S 1:00 1 \$1,250,001 0.00 NM \$1,250.00 Sunday Today TODAY ON SUNDAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 -----5 1 \$1,250.00 0,00 KSNV 09/17/12 09/21/12 M-F Today Show II 3rd HBM 9-10a MTWTF--1:00 \$700.001 0.00 NM 2 \$1,400.00 M-F Today Show II TODAY SHOW II Start Date End Date Weekdays Spots/Week Rate Rating 09/23/12 MTWTF--Week: 09/17/12 \$700.00 0.00 E 9 KSNV 09/17/12 09/21/12 M-F Today Show III 4th ISM 10am-11am MTWTF~~ 1:00 \$650,001 0.00 NM 2 \$1,300.00 Today 4th Hour TODAY SHOW III End Date Start Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 MTWTF--\$650.00 0.00 E 10 KSNV 09/17/12 09/21/12 Rachael Ray CM 11am-12pm MTWTF~~ 1:00 3 \$650.001 0.00 NM \$1.950.00 Rachael Ray RACHEL RAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 MTWTF--09/23/12 \$650.00 0.00 E 11 KSNV 09/17/12 09/21/12 Days of our Lives CM 1258p-2pm MTWTF--1:00 \$850.001 0.00 NM 2 \$1,700.00 Days of our Lives DAYS OF OUR LIVES End Date Weekdays Start Date Spots/Week Rate Rating Week: 09/17/12 09/23/12 MTWTF--\$850.00 0.00 E 12 KSNV 09/17/12 09/21/12 The Doctors CM 2pm-3pm MTWTF--1:00 2 \$200.003 0.00 NM \$200.00 The Doctors THE DOCTORS Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 MTWTE--Week: 09/17/12 \$200.00 0.00 E 13 KSNV 09/17/12 09/21/12 Dr. Phil CM 3-4p MTWTF--1:00 3 \$900.001 0.00 NM 3 \$2,700.00 Dr Phil

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KSNV

Order / Rev:

106601

Advertiser:

Obama for America

Alt Order #:

06852702

Product Desc:

OBAMA 60'S

Flight Dates:

09/15/12 - 09/24/12

Estimate:

1775

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type Spots	3	Amount
EIDOT	NEWS 2	AT FOUR	NEWS 3 at 4 (1 h		(4:00 PM-4:3	0 PM)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
Week: 09		09/23/12	MTWTF		\$1,200.00	0.00					
E 15 KSNV				 	4-5pm	MTWTF	1:00	2 \$1,400.001	0.00 NM	2	\$2,800.00
L 10 ROW	00,177	12 00/21/12	4PM NEWS (1 ho		(4:30 PM-5:0		1.00	2 \$1,400.001	0,00 (4)0)	_	Ψ2,000.00
NEWS	4 AT 430	9(,	•	•					
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Week: 09		09/23/12	MTWTF~~		\$1,400.00	0.00					
E 16 KSNV	09/17/1	12 09/21/12	M-F Early News	CM	5-630p	MTWTF	1:00	4 \$2,000.001	0.00 NM	4	\$8,000.00
FARLY	'NEWS		M-F Early News								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09		09/23/12	MTWTF		\$2,000.00	0.00					
E 17 KSNV	09/15/1	12 09/15/12	Sa-Su Early News		5pm-630pm	S-	1:00	1 \$1,300.001	0.00 NM	1	\$1,300.00
			Sa-Su Early New					, ,,,			* .,
KSNV	EARLY N	IEWS							1		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09		09/16/12	S-		\$1,300.00	0.00					
E 18 KSNV	09/18/1	12 09/18/12	Tues PR 10-11p	CM	10-11pm	T	1:00	1 \$6,400.001	0.00 NM	1	\$6,400.00
DAREN	NTHOOD		Tuesday Prime 1	0-11pm							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			i		
Week: 09		09/23/12	-T	<u> </u>		0.00					
			Wed PR 10-11p	CM	10-11pm	W	1:00	1 \$6,400.001	0.00 NM	1	\$6,400.00
			Wednesday Prim				,,,,,	, 40,100,001	5,00 1111	•	Ψ0,100.00
ROCK	CENTER	R- BRIAN WII									
	<u>art Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09		09/23/12	~~W~~~	*****	\$6,400.00	0.00					
E 20 KSNV	09/16/	12 09/16/12	NFL End of Game		1p-9p	S	1:00	1 \$16,000.00 1	0.00 NM	1	\$16,000.00
SHNN	IT ER: DE	ET @ S FRAN	NFL End of Gam	e Break							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09		09/16/12	S	-	\$16,000.00	0.00					
E 21 KSNV	09/17/		M-F News 3 at El		11pm-1135p		1:00	3 \$2,200,001	0.00 NM	3	\$6,600.00
			M-F News 3 at El				,	υ ψω <u>μουτου</u> τ	0.00 14141	•	Ψ0,000.00
NEWS	3 NIGHT	rside									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Week: 09		09/23/12	MTWTF		\$2,200.00	0.00					
E 22 KSNV	09/15/	12 09/15/12	Sa-Su News 3 at		11pm-1135p	mS-	1:00	1 \$2,200.001	0.00 NM	1	\$2,200.00
NEWS	3 NIGHT	reine	Sa-Su News 3 at	Eleven							
	art Date	End Date	Weekdays	Spots/Week	Pote	Rating					
Week: 09		09/16/12	S-		<u>Rate</u> \$2,200.00	0.00					
			Sa-Su News 3 at		11pm-1135p		1:00	1 \$2,200.001	0.00 NM	1	\$2,200.00
			Sa-Su News 3 at				.,	. 4-1-001001	0.00 1	•	Ψ2,200.00
NEWS	3 NIGHT	rside									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>					
Week: 09		09/16/12	S		\$2,200.00	0.00					
E 24 KSNV	09/17/	12 09/21/12	The Tonight Show	v CM	1135p-1237a	MTWTF	1:00	4 \$850.001	0.00 NM	4	\$3,400.00
TONIO	HT QUO	W W/ JAY LI	Tonight Show								
	art Date	End Date	Weekdays	Spots/Week	Pato	Rating					
Week: 09		09/23/12	MTWTF	<u> </u>		0.00					
			Late Night w/Fallo		1237a-136ar		1:00	4 \$450.001	0.00 NM	Δ	\$1,800.00
	30,177		Late Night w/Fall		, 100al		1.00	ψ+ου,υυ I	O.OO INIVE	7	φ1,000.00
LATE I	NIGHT W	//JIMMY FAL									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>					
Week: 09		09/23/12	MTWTF	4	7 1 1 1 1 1 1	0.00			.,		
E 26 KSNV	09/15/	12 09/15/12		CM	1130pm-1:02	2amS-	1:00	1 \$1,500.002	0.00 NM	1	\$1,500.00
									-		

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Order / Rev:

106601

Advertiser:

Obama for America

Alt Order #:

06852702

Product Desc:

OBAMA 60'S

KSNV

Flight Dates: 09/15/12 - 09/24/12

Estimate:

1775

Ln Ch Start End		Start/End Tim	e Days	Len Spo	ots Rate Pr	Rtg Type Sp	ots	Amount
	Saturday Night Live							
SATURDAY NIGHT LIVE	Saturday Night Live							
Start Date End Date	Weekdays Spots/Week	Rate R	Rating			Ĭ		
Week: 09/10/12 09/16/12	S- <u>Spois/vveek</u>	\$1,500.00	0,00					
E 27 KSNV 09/16/12 09/16/12	Sports Night in Las VegaßM	Sun 1135p-120		1:00	1 \$270.003	0.00 NM	1	\$270.00
27 1014 03/10/12 03/10/12	Sports Night in Las Vegas	Out 1100p 120	00 5	1.00	τ φ270.000	0.00 1111	•	Ψ270.00
SPORTS NIGHT IN LAS VE								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u> <u>F</u>	Rating					
Week: 09/10/12 09/16/12	S 1	\$270.00	0.00					
E 28 KSNV 09/16/12 09/16/12	LAW & ORDER (LF) CM	Sat 1-2am / Sur	n 1;S	1:00	1 \$90.003	0.00 NM	1	\$90.00
	Law & Order (LF)							
LAW & ORDER								
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 09/10/12 09/16/12	\$ 1	\$90.00	0.00					
N29 KSNV 09/23/12 09/23/12	NFL Pre-Game / FNA CM NFL Pre-Game	1p-530pm	S	1:00	1 \$4,800.001	0.00 NM	1	\$4,800.00
Otant Data - Faul Data	= =	D-1- D	S = 41					
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	Rate F \$4,800.00	Rating 0.00					
N 30 KSNV 09/21/12 09/21/12	<u></u>	9-10pm	0.00	1:00	1 \$5,200.001	0.00 NM		AT DOO DO
N 30 K3NV 09/21/12 09/21/12	Friday Prime 9-10pm	9-Topm		1:00	1 \$5,200.001	U.UU INIVI	1	\$5,200.00
Start Date End Date	Weekdays Spots/Week	Rate F	Rating					
Week: 09/17/12 09/23/12	F 1	\$5,200.00	0.00 zamia					
N31 KSNV 09/24/12 09/24/12	' '	4-5pm	M	1:00	1 \$1,200,001	0.00 NM	1	\$1,200.00
1401 10144 0012-112 0012-112	4PM NEWS (1 hour)	(4:00 PM-4:30 F		1,00	, ψ1,200,001	0.00 14141		Ψ1,200.00
FIRST NEWS 3 AT FOUR		(,					
Start Date End Date	Weekdays Spots/Week	<u>Rate</u> <u>F</u>	Rating					
Week: 09/24/12 09/30/12	M 1	\$1,200.00	0.00					
	44-04-4					Totals	57	\$98,310.00